

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A system for retaining memberships at a health club, comprising:

- (a) means for determining attendance of club members at the health club;
- (b) means for categorizing the club members into one of a plurality of member segments based on their level of attendance; and
- (c) a computer for electronically transmitting text messages to the club members in each of said plurality of member segments, said messages being customized to respective member segments and comprising content selected from a group consisting of a wellness tip, an interest survey, and an offer for personal fitness instruction, such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.

2. (currently amended) A The system according to claim 1, wherein said plurality of member segments comprises at least two selected from the group consisting of a regular user segment, a low user segment, and a non-user segment.

3. (currently amended) A The system according to claim 2, wherein said text message to club members in said regular user segment indicates the member's attendance level.

4. (currently amended) A The system according to claim 3, wherein said text message to club members in said regular user segment includes a customized wellness tip.

5. (currently amended) A The system according to claim 4, wherein said text message to club members in said regular user segment includes club information.

6. (currently amended) A The system according to claim 2, wherein said text message to club members in said low user segment indicates the member's attendance level.

7. (currently amended) A The system according to claim 6, wherein said text message to club members in said low user segment includes an exercise motivation tip.

8. (currently amended) A The system according to claim 7, wherein said text message to club members in said low user segment includes a customized wellness tip.

9. (currently amended) A The system according to claim 8, wherein said text message to club members in said low user segment includes club information.

10. (currently amended) A The system according to claim 2, wherein said text message to club members in said non-user segment indicates the member's attendance level.

11. (currently amended) A The system according to claim 10, wherein said text message to club members in said non-user segment requests members to identify obstacles preventing more frequent usage.

12. (currently amended) A method for retaining memberships at a health club, comprising:

- (a) determining attendance of club members at the health club;
- (b) categorizing the club members into one of a plurality of member segments based on their level of attendance; and
- (c) electronically transmitting text messages to the club members in each of the plurality of member segments, the text messages being customized to respective member segments and comprising content selected from a group consisting of a wellness tip, an interest survey, and an offer for personal fitness instruction, such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.

13. (currently amended) A The method according to claim 12, and comprising establishing a new member program for new members of the health club

14. (currently amended) A The method according to claim 13, and comprising providing a fitness orientation for new members of the health club.

15. (currently amended) A The method according to claim 13, and comprising electronically transmitting text messages to new members encouraging usage of the health club.

16. (currently amended) A The method according to claim 15, wherein the text messages for new members include basic fitness tips

17. (currently amended) A The method according to claim 16, wherein the text messages are electronically transmitted to new members at least once a week.

18. (currently amended) A The method according to claim 12, wherein the member segments comprise at least two selected from the group consisting of a regular user segment, a low user segment, and a non-user segment.

19. (currently amended) A The method according to claim 18, and comprising notifying club staff of those members in the non-user segment.

20. (currently amended) A The method according to claim 19, and comprising contacting by telephone those members in the non-user segment.

21. (currently amended) A system for retaining memberships at a health club, comprising:

(a) means for categorizing the club members into one of a plurality of member segments based on their level of attendance; and

(b) a computer for electronically transmitting text messages to the club members in each of said plurality of member segments, said messages being customized to respective member segments and comprising content selected from a group consisting of a wellness tip, an interest survey, and an offer for personal fitness instruction, such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.

22. (currently amended) A method for retaining memberships at a health club, comprising:

(a) categorizing the club members into one of a plurality of member segments based on their level of attendance; and

(b) electronically transmitting text messages to the club members in each of the plurality of member segments, the text messages being customized to respective member segments and comprising content selected from a group consisting of a wellness tip, an interest survey, and an offer for personal fitness instruction, such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.